GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

SUBJECT	SURVEY PARA. NO./SECTION
ABC—Audit Bureau of Circulations, definition	I
ABC estimates (City Zone, Retail Trading Zone, Newspaper Designated Market)	
Households	4..II, III
Population	3..II, III
Advertising, local contact	16..II, III
Airlines	2..II, III
Apparel stores, number & sales	IV
Auto dealerships	13..II, III
Auto registrations, passenger	6..II, III
Auto supply stores, number & sales	IV
Average weekly wage	9..II, III
Banks, number & deposits	5..II, III
Bus lines	2..II, III
Business classifications of retail stores	I
Canada	(map)..III
Canadian newspaper representatives	I
Chain drug stores	13..II, III
Chain supermarkets	13..II, III
Chain stores, other	13..II, III
Circulation, daily & Sunday newspapers	16..II, III
City population, '90 census	3..II
City Zone (CZ), definition	I
Climate, min. & max. temp.	10..II, III
Consolidated Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Colleges and universities	15..II, III
Contact, advertising & merchandising data	16..II, III
County	(maps)..II
County, name & location	1..II, III
County, ranking of	I
County seat	(maps)..II
Crops, value of	IV
Daily newspapers	16..II, III
Definitions & notes	I
Department stores, names	13..II, III
Discount stores, names	13..II, III
Disposable personal income, definition	I
Drug stores, chain	13..II, III
Eat, drink stores, number & sales	IV
Economic areas (MSAs, PMSAs, CMSAs, NECMAs)	
definition	I
state maps	II
Electric meters, residence	7..II, III
Farms, number & value of	IV
Fast food, chain	13..II, III
Food sales, market rankings by	I
Food stores, number & sales	IV
Freight carriers	2..II, III
Furniture stores, number & sales	IV
Gas meters, residence	8..II, III
Gasoline service stations, number & sales	IV
General merchandise stores, number & sales	IV
Highways serving city	1..II, III

SUBJECT	SURVEY PARA. NO./SECTION
Households, city, county	4..II, III
Households, number & income by state, MSA, PMSA, county & city	IV
Income estimates, total, per capita & per household	IV
Income, market rankings by	I
Income per household, definition	I
Industrial pay days	9..II, III
Industries in city zone	II, III
Livestock value by state, county, city	IV
Lumber, hardware stores, number & sales, state, county, city	IV
Map, Canada (all provinces)	III
Maps, U.S.	II
Merchandising, local contact	16..II, III
Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Metropolitan areas, rankings by sales, population, income	I
Military installations	14..II, III
Motor freight carriers	2..II, III
National newspaper representatives, U.S. & Canada	I
New England County Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Newspaper Designated Market, definition	I
Newspaper representatives of local daily papers	16..II, III
Newspapers, daily & Sunday	16..II, III
Per capita income by state, MSA, PMSA, county & city	IV
Percent income change from previous year	IV
Personal income, rankings by	I
Population, city & RTZ	
'90 census (U.S.)	3..II
'91 census (Canada)	3..III
Population by state, MSA, county & city	IV
Population rankings, by MSAs, counties & cities	I
Primary Metropolitan Statistical Areas	
definition	I
location of	(maps)..II
Principal industries, number of employees, av. wage	9..II, III
Railroads	2..II, III
Retailing, market rankings of	I
Retailing, local market	12, 13..II, III
Retail stores, sales estimates	IV
Retail Trading Zone (RTZ), definition	I
Shopping centers	12..II, III
Shopping days, principal	12..II, III
Summary table, U.S. population, income, households & farm products	IV
Summary table, U.S. retail sales	IV
Supermarkets, definition	I
Supermarkets, chain	13..II, III
Tap water, quality of	11..II, III
Temperature, seasonal max. & min.	10..II, III
Transportation	2..II, III
Variety stores	13..II, III
Wages, average in principal industries	9..II, III
Waterways, (transportation)	2..II, III